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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/759,954	01/12/2001	Gregorio Cardenas-Vasquez	60194-9002-00	3381

23409 7590 12/09/2004

MICHAEL BEST & FRIEDRICH, LLP  
100 E WISCONSIN AVENUE  
MILWAUKEE, WI 53202

Michael, Best & Friedrich LLP  
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EXAMINER
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STIMPAK, JOHNNA

ART UNIT	PAPER NUMBER
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3623

DATE MAILED: 12/09/2004

Due 3-9-05

Please find below and/or attached an Office communication concerning this application or proceeding.

CITE REFERENCES ON  
RELATED APPLICATIONS?

- ☒ Docketed on: 3-9-05  
☐ No References Cited

DOCKETED

Date: 12-13-04

Also on SLW's docket

JP

**Office Action Summary**

AUG 01 2005

Application No.

09/759,954

Applicant(s)

CARDENAS-VASQUEZ,  
GREGORIO

Examiner

Johnna R Stimpak

Art Unit

3623

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

**Period for Reply**

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

**Status**

- 1) ☒ Responsive to communication(s) filed on 12 January 2001.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

**Disposition of Claims**

- 4) ☒ Claim(s) 1-16 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1-16 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

**Application Papers**

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☒ The drawing(s) filed on 12 January 2001 is/are: a) ☒ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

**Priority under 35 U.S.C. § 119**

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some \* c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

**Attachment(s)**

- 1) ☒ Notice of References Cited (PTO-892)
- 2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3) ☐ Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)  
Paper No(s)/Mail Date \_\_\_\_\_
- 4) ☐ Interview Summary (PTO-413)  
Paper No(s)/Mail Date. \_\_\_\_\_
- 5) ☐ Notice of Informal Patent Application (PTO-152)
- 6) ☐ Other: \_\_\_\_\_

### DETAILED ACTION

1. The following is a first office action upon examination of application number 09/759,954.

Claims 1-16 are pending and have been examined on the merits discussed below.

#### *Claim Rejections - 35 USC § 102*

2. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(b) the invention was patented or described in a printed publication in this or a foreign country or in public use or on sale in this country, more than one year prior to the date of application for patent in the United States.

3. Claims 1-16 are rejected under 35 U.S.C. 102(b) as being anticipated by Management Recruiters International's "ConferView", hereinafter MRI. Two specific articles are used:

"A wave of the future", by Ceel Pasternak. April 1993

"Screen test: Interviewing candidates via video hookup", by Brett Davey. Sept. 1993

As per **claim 1**, MRI teaches establishing at least one firm seeking an agent; establishing a candidate; audibly and visually connecting the candidate with the at least one firm via the network; and performing an interview of the candidate (using MRI's video conference network, employers interview job candidates).

As per **claim 2**, MRI teaches the number of established firms is at least two, wherein the audibly and visually connecting act connects the candidate with at least two firms via the network. MRI teaches audibly and visually connecting the candidate with an employer over a network, it is inherent to the recruiting process that a candidate interviews with several employers to find a job.

Art Unit: 3623

As per **claim 3**, MRI teaches requesting the candidate to perform a second interview with at least one of the firms. It is, however, inherent to the recruiting process to request subsequent interviews with promising candidates.

As per **claim 4**, MRI teaches performing a second interview with the firm requesting the second interview. Inherent to recruiting is requesting subsequent interviews with promising candidates. The MRI system is used to interview candidates so second interviews are also inherent to MRI.

As per **claim 5**, MRI teaches receiving payment from each of the firms requesting the candidate to perform a second interview (MRI charges employers who arrange interviews with candidates).

As per **claim 6**, MRI teaches submitting at least one offer of employment to the candidate. MRI facilitates the interview process between an employer and a candidate and submitting an offer of an employment is inherent to the recruiting processes therefore it is also inherent to the MRI system that an offer of employment is offered.

As per **claim 7**, MRI teaches accepting one of the at least one offer of employment. MRI facilitates an interview between an employer and a candidate thereby also facilitating an acceptance of a position during an interview.

As per **claim 8**, MRI teaches receiving payment from each of the firms requesting the candidate to perform a second interview (MRI charges employers who arrange interviews with candidates).

As per **claim 9**, MRI teaches providing a first terminal controlled by a candidate, the first terminal including a video camera, a microphone, and software for operating the first terminal;

Art Unit: 3623

providing a second terminal controlled by a firm, the second terminal including a display unit, speakers and software for operating the second terminal; providing an intermediary server, the intermediary server including software for operating the intermediary server; connecting the first terminal with the intermediary server via the network; at the first terminal, acquiring a communication signal of the candidate representing at least a portion of the candidate in the interview of the candidate, and transmitting the communication signal to the intermediary server; connecting the second terminal with the intermediary server via the network; and at the second terminal, receiving the communication signal representing at least a portion of the candidate in the interview of the candidate, and playing the communication signal. MRI teaches a video conferencing network wherein employers who pay to use the video conferencing system interview candidates. Inherent to video conferencing networks are terminals, or computers, outfitted with video (cameras, display unit) and audio (microphone, speakers) equipment connected to a server on network that facilitates (using a software program) the communication between terminals. Each user is inherently equipped with all of the above to carry out the videoconference interview.

As per **claim 10**, MRI teaches the first and second terminals are connected with the intermediary server at the same time, and wherein the playing occurs at substantially the same time. MRI teaches a video conferencing network. Inherent to video conferencing networks is the real-time communication between users, minus the slight delay that may occur in transmitting through the network.

As per **claim 11**, MRI teaches providing a third terminal controlled by a second firm, the third terminal including a display unit, speakers and software for operating the second terminal;

Art Unit: 3623

connecting the third terminal with the intermediary server via the network; and receiving the communication signal representing at least a portion of the candidate in the interview of the candidate, and playing the communication signal. MRI teaches a video conferencing network wherein employers who pay to use the video conferencing system interview candidates. Inherent to video conferencing networks are terminals, or computers, outfitted with video (cameras, display unit) and audio (microphone, speakers) equipment connected to a server on network that facilitates (using a software program) the communication between terminals. Also inherent to the system is that each employer using the system is outfitted with the audio and visual equipment.

As per **claim 12**, MRI teaches the first and second terminals are connected with the intermediary server at the same time, and wherein the playing occurs at substantially the same time. MRI teaches a video conferencing network. Inherent to video conferencing networks is the real-time communication between users, minus the slight delay that may occur in transmitting through the network.

As per **claim 13**, MRI teaches providing a fourth terminal controlled by a facilitator, the fourth terminal including a video camera, a microphone, and software for operating the fourth terminal; connecting the fourth terminal with the intermediary server via the network; at the fourth terminal receiving the first communication signal of the facilitator representing at least a portion of the candidate in the interview of the candidate, playing the first communication signal, acquiring a second communication signal of the facilitator representing at least a portion of the facilitator in the interview of the candidate, and transmitting the second communication signal to the intermediary server; and at the first terminal receiving the second communication signal

Art Unit: 3623

representing at least a portion of the interviewer in the interview of the candidate, and playing the second communication signal. MRI teaches a video conferencing network wherein employers who pay to use the video conferencing system interview candidates. Inherent to video conferencing networks are terminals, or computers, outfitted with video (cameras, display unit) and audio (microphone, speakers) equipment connected to a server on network that facilitates (using a software program) the communication between terminals. Also inherent to the system is that each employer conducting the interview is outfitted with the audio and visual equipment.

As per **claim 14**, MRI teaches receiving the second communication signal representing at least a portion of the facilitator in the interview of the candidate, and playing the second communication signal. The MRI video conferencing interview inherently receives and plays the communication signals sent between the interviewer and the interviewee so that each can see and hear the other.

As per **claim 15**, MRI teaches the first, second, third and fourth terminals are connected with the intermediary server at the same time, and wherein the playing occurs at substantially the same time. MRI teaches a video conferencing network. Inherent to video conferencing networks is the real-time communication between users, minus the slight delay that may occur in transmitting through the network.

As per **claim 16**, MRI teaches at the intermediary server, receiving the communication signal representing at least a portion of the candidate in the interview of the candidate, storing the communication signal in the storage device, and transmitting the communication signal to the second terminal. MRI facilitates the communication between the interviewer and the interviewee and also stores the communication on videotape ("Screen test" page 2, paragraph 5).

***Conclusion***

4. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

"Salveson Stetson Group Reports a 170% Increase in the Use of Video Conferencing for Executive Interviews.

Matthes, Karen – "Videoconferences Can Change the Way You Do Business"

Vickers, Marcia – "Don't Touch the Dial: Why Should I Hire You?"

5. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Johnna R Stimpak whose telephone number is 703-305-4566.

The examiner can normally be reached on M-F 8am-5:30pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Tariq Hafiz can be reached on 703-305-9643. The fax phone number for the organization where this application or proceeding is assigned is 703-872-9306.

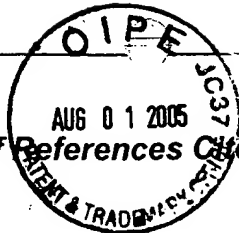
Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

JS  
12/3/04

  
TARIQ R. HAFIZ  
SUPERVISORY PATENT EXAMINER  
TECHNOLOGY CENTER 3600



**Notice of References Cited**



Application/Control No.

09/759,954

Applicant(s)/Patent Under

Reexamination

CARDENAS-VASQUEZ, GREGORI

Examiner

Johnna R Stimpak

Art Unit

3623

Page 1 of 2

**U.S. PATENT DOCUMENTS**

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
	A	US-			
	B	US-			
	C	US-			
	D	US-			
	E	US-			
	F	US-			
	G	US-			
	H	US-			
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	J	US-			
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**FOREIGN PATENT DOCUMENTS**

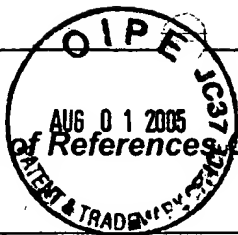
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	N					
	O					
	P					
	Q					
	R					
	S					
	T					

**NON-PATENT DOCUMENTS**

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	Pasternak, Ceel. "A Wave of the Future", HRMagazine, v38n4, April 1993 (Dialog file 15, 00701336)
	V	Davey, Brett. "Screen test: Interviewing candidates via video hookup", Providence Business News. Sept. 13, 1993. Vol. 8, Iss. 21 (Proquest)
	W	"Salveson Stetson Group Reports a 170% Increase in Use of Video Conferencing for Executive Interviews" Business Wire, July 31, 1998 (Dialog file 16, 05735788)
	X	Matthes, Karen. "Videoconferences Can Change the Way You Do Business" HR Focus, May 1993 (Proquest)

\*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)  
Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.

**Notice of References Cited**



Application/Control No.

09/759,954

Applicant(s)/Patent Under  
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Art Unit

3623

Page 2 of 2

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**FOREIGN PATENT DOCUMENTS**

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	N					
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	P					
	Q					
	R					
	S					
	T					

**NON-PATENT DOCUMENTS**

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	Vickers, Marcia. "Don't Touch that Dial: Why Should I Hire You?" New York Times. April 13, 1997 (Proquest)
	V	
	W	
	X	

\*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)  
Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.

00701336/9

DIALOG(R) File 15:ABI/Inform(R)

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00701336 93-50557

**A wave of the future**

Pasternak, Ceel

HRMagazine v38n4 PP: 28 Apr 1993 CODEN: PEADAY ISSN: 1047-3149

JRNL CODE: PAD

DOC TYPE: Journal article LANGUAGE: English LENGTH: 1 Pages

WORD COUNT: 193

ABSTRACT: Management Recruiters International (MRI) has launched a video conference network of offices. Through video conferencing on the MRI network, employers can interview applicants who are located in another city.

TEXT: As if they didn't have enough worries, job applicants now have to be concerned about how they look on camera.

Management Recruiters International Inc. of Cleveland (MRI) has launched ConferView Video Conferencing Centers, a network of MRI offices that use state-of-the-art videoconferencing equipment.

By using the MRI network, employers can arrange interviews with job applicants who are located in another city. Cost to the employer is around \$250 for a half-hour interview--compare that to \$1,600; the average cost for travel, lodging and meals to interview an out-of-town job candidate.

By the end of this year, MRI plans to have nearly 250 offices in its ConferView network. Each office will be equipped with the Eclipse video-conferencing system, which was unveiled in February by Compression Labs Inc. (CLI) of San Jose, Calif. Test users of the Eclipse system (MRI included) have touted it as being the least expensive, most portable and easiest to use videoconferencing product ever developed.

"It is definitely the wave of the future and will make lot of forms of business travel obsolete," said Steve Fogelgren, vice president of operations for MRI.

As if the U.S. airline industry didn't have enough problems.

THIS IS THE FULL-TEXT. Copyright Society for Human Resource Management 1993

## COMPANY NAMES:

Management Recruiters International Inc (DUNS:04-408-6841)

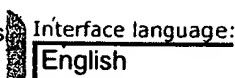
## GEOGRAPHIC NAMES: US

DESCRIPTORS: Employment interviews; Video teleconferencing; Applications

CLASSIFICATION CODES: 9000 (CN=Short Article); 9190 (CN=United States);

6100 (CN=Human resource planning); 5250 (CN=Telecommunications systems)

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Subjects: [Teleconferencing](#), [Service introduction](#), [New England](#), [Interviews](#), [Employment agencies](#)

Classification Codes [8300 Other services](#), [7000 Marketing](#), [5250 Telecommunications systems](#)

Locations: [US](#), [RI](#), [Providence](#)

Companies: [Management Recruiters International Inc \(Sic:6541 , Duns:04-408-6841 \)](#) , [Sales Consultants of F](#)

Author(s): [Davey, Brett](#)

Publication title: [Providence Business News. Providence, R.I.: Sep 13, 1993. Vol. 8, Iss. 21; Sec. 1. pg. 15](#)

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[RQT=309&VInst=PROD&VName=PQD&VType=PQD&sid=1&index=10&SrchMode=1&Fmt=3&did=](http://proquest.umi.com/pqdweb?RQT=309&VInst=PROD&VName=PQD&VType=PQD&sid=1&index=10&SrchMode=1&Fmt=3&did=)

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Your company has five strong national candidates for an open position but wants to save the time and expense of bringing all of them to the home office for an interview. Instead, you manage to see all the candidates in one afternoon via a video teleconference and decide which ones to fly in for a second interview. Or how about a face-to-face meeting with 10 of your company's national representatives where none of the participants has to leave his or her home state? These options soon will be available for Rhode Island companies through Sales Consultants of Rhode Island and its parent company, [Management Recruiters International \(MRI\)](#). The Warwick office of Sales Consultants will offer companies the opportunity to interview job candidates or hold business meetings via a nationwide video conferencing network. (excerpt)

**Full Text** (687 words)*Copyright Rhode Island Historical Society Sep 13, 1993*

Your company has five strong national candidates for an open position but wants to save the time and expense of bringing all of them to the home office for an interview. Instead, you manage to see all the candidates in one afternoon via a video teleconference and decide which ones to fly in for a second interview.

Or how about a face-to-face meeting with 10 of your company's national representatives where none of the participants has to leave his or her home state?

These options soon will be available for Rhode Island companies through Sales Consultants of Rhode Island and its parent company, [Management Recruiters International \(MRI\)](#). The Warwick office of Sales Consultants will offer companies the opportunity to interview job candidates or hold business meetings via a nationwide video conferencing network.

Sales Consultants of Rhode Island, which searches for and recruits sales and management personnel, will be part of a video conferencing network that eventually may reach more 600 locations nationally.

The technology is new to Rhode Island, according to company officials, and there are only a handful of companies nationally that provide the service.

Peter C. Cotton, president of Sales Consultants of Rhode Island, said the video conferencing center will allow companies to interview multiple candidates for a job opening at a fraction of what it would cost to fly them to the interview site. During an interview, both the interviewer and the candidate see and hear each other on systems linked to one another.

"We're talking what would normally be a long, drawn-out process and condensing it," Cotton said. "This is exciting technology. People like the idea of using it."

He expects to be hooked into the ConferView system by late September or early October. The system is hooked up in 53 locations nationally, with plans to hook up another 50 by the end of the year. Eventually, MRI hopes to have its 600, nationwide offices connected to the system.

The video conferencing service costs \$250 for the first 30 minutes and \$50 for each additional 15 minutes. A one-hour video conference would cost \$350. For another \$15, ConferView will provide a 60-minute videotape of the session. Cotton said this service can be valuable when a company sits down to rate potential employees.

Companies using ConferView for purposes other than interviewing candidates through MRI or its affiliates must pay a one-time subscription fee of \$995. After paying that fee, they just pay for video conferencing fees.

Cotton estimates that the average cost of providing transportation and overnight lodging for a candidate is \$1600. "We offer this option for one-fifth the cost of bringing in the candidate," he said.

ConferView isn't meant to replace a face-to-face meeting, Cotton said. The system can be used to pare down a list of candidates for a job and help a company decide which candidates they should see for second interviews.

Tom Thrower, general manager of a Sales consultant branch in Oakland, Calif., said his clients who have used the system felt they lost nothing compared to a face-to-face meeting. "The only thing you miss is the actual handshake," he said.

Thrower expects the business of video conferencing to boom in the near future. "This is just the beginning of something that's going to get bigger," he said. "There are all kinds of applications."

Other possible uses for video conferencing are sales meetings, lawyers' depositions, branch office meetings and training purposes.

Cotton's system will be on a 28-inch screen; a microphone on the table transmits the sound. The camera is contained on the top of the screen and can zoom in or pan the room. A scanner allows the sender to display documents on the screen while still appearing in the corner of the screen. This "picture in a picture" technology will allow the receiver to study a diagram while still seeing and hearing the sender. The system also allows for conference calls with as many as 28 participants at once.

Cotton said the benefits of the system far outweigh the drawback of not meeting face-to-face. "Not having a handshake isn't going to break a deal," he said.

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05735788 Supplier Number: 50215272 (THIS IS THE FULLTEXT)

**Salveson Stetson Group Reports A 170% Increase In Use of Video Conferencing For Executive Interviews.**

Business Wire, p7311095

July 31, 1998

Language: English Record Type: Fulltext

Article Type: Article

Document Type: Newswire; Trade

Word Count: 297

TEXT:

WAYNE, Pa.--(BUSINESS WIRE)--July 31, 1998--It sounds like something out of a science fiction movie -- interviewing management candidates on video screens.

Yet, according to Philadelphia-area based Salveson Stetson Group (SSG), the future is now, and video conferencing is an essential tool for companies competing for the best executives and senior managers around the world.

"Our use of video conferencing technology for interviews has shot way up in the last six months," reported Sally Stetson, principal, Salveson Stetson Group. "We used the technique 23 times in all of 1997; in the first six months of 1998, we used it 31 times, and we expect that trend to continue

"Executives want to spend as much of their personal time with their families, not travelling overnight for interviews. Video conferencing is a natural alternative, especially when a company has identified strong candidates in many cities. It saves, on average, \$800 in out-of-pocket costs per interview, more than twice the cost of the video conference interview.

"And you can video conference in almost every major city, so logistics are not really an issue," she added.

SSG has determined that the average video conference interview costs between \$300-\$400 and saves an average of eight working hours not lost to travel.

Salveson Stetson Group, founded in 1996, is a full-service firm specializing in retained executive search.

SSG's three-pronged approach to executive search -- intensive organizational assessment, candidate selection that considers organizational culture equally with qualifications, and post-selection guidance to the candidate as he or she assimilates into the organization -- sets the firm apart from the competition.

Headquartered in Wayne, the SSG conducts searches for a wide variety of companies, from small, innovative growth firms to Fortune 500 companies.

CONTACT: A.S.A.P.R.

for

Salveson Stetson Group

Robbie Tarpley Raffish, 610/918-1675

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PUBLISHER NAME: Business Wire

EVENT NAMES: \*240 (Marketing procedures)

GEOGRAPHIC NAMES: \*1USA (United States)

PRODUCT NAMES: \*4811560 (Videoconferencing Services)

INDUSTRY NAMES: BUS (Business, General); BUSN (Any type of business)

NAICS CODES: 51339 (Other Telecommunications)

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RECRUITMENT

# Videoconferences Can Change THE WAY YOU DO BUSINESS

BY KAREN MATTHES

**M**anagers often complain that the expense of corporate travel eats up a large portion of their department budgets. After all, studies have indicated that travel is the third largest expense for many departmental budgets. With the help of videoconferencing technology, however, managers no longer may have a complaint. In fact, two companies already are convinced that videoconferencing will reduce—and even eliminate—the need for business travel, especially for recruitment.

Compression Labs Inc. (CLI) recently introduced *eclipse*, an easy-to-use, small-group videoconferencing system that will enable recruiters, like Management Recruiters International (MRI), to reduce the travel time and expense associated with long-distance recruiting.

"MRI's ConferView network with the CLI *eclipse* is going to change the way America interviews and hires its workforce," said Steve Fogelgren, MRI's vice president of operations. "The average American company will have a larger selection of candidates to choose from without burdening either itself or the candidate with the hassles of travel."

## The ConferView network

Using the *eclipse* videoconferencing system, MRI, the Cleveland-based search and recruitment organization, recently launched the ConferView videoconferencing network that ultimately will connect its 600 office locations. The network will help MRI with its recruiting needs by allowing clients and job candidates across the country to meet each other without setting foot in an airport. In addition to offering companies a chance to interview MRI candidates, ConferView gives employers an opportunity to subscribe to the network to interview other candidates or hold business meetings.

"Any client company that we are working with would be able to visit any

Many companies didn't take advantage of videoconferencing until the Persian Gulf war erupted, causing them to restrict business travel. After the war and throughout the recession that followed, several firms continued using videoconferencing as a way to keep travel costs down. Until recently, however, the cost of the technology has allowed only very large companies to benefit from it.

Compression Labs Inc.'s (CLI) *eclipse* videoconferencing system now can help small and midsize firms, as well as large companies, reap the many benefits of videoconferencing—from reducing business travel costs to improving communication with clients and customers. CLI is a San Jose, Calif.-based producer of Compression Digital Video (CDV) communications.

*Eclipse* is the first, full-featured video-

conferencing system priced below \$20,000—about the same price companies now spend for a new system of voice-mail system. CLI is able to keep the price of *eclipse* 50 percent to 70 percent lower than comparable models—and still maintain a high-quality picture, similar to one on a television set—by using a coder-decoder device that reduces the high cost of transmitting TV signals over telephone lines. Designed with the nontechnical user in mind, *eclipse* is also easy to install, use and maintain.

"With costs starting at as little as \$15 an hour for a one-hour call from San Francisco to New York, users can make about 50 one-hour calls for the cost of a plane ticket," said Wayne Lasson, CLI senior vice president and general manager of the Videoconferencing Products Group.

of our offices and interview candidates live, face-to-face in any other city across America," Fogelgren said.

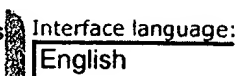
Few would dispute the fact that long-distance recruiting can be costly. In fact, MRI estimated that the average long-distance interview—including airfare, hotel, meals, transportation, etc.—costs between \$1,600 and \$1,700 per candidate in travel expenses. But with ConferView, companies will be able to do long-distance interviewing in record time and at a fraction of that cost.

MRI will arrange half-hour interviews between client companies and candidates located in two different MRI offices for approximately \$250. If all of its clients used ConferView instead of flying in candidates or having recruiters fly out to meet candidates for their initial interview, the company estimates that it could save clients in excess of \$135 million a year in recruitment expenses, not including the savings of everyone's time.

Fogelgren offered the following as an

example of ConferView's impact on recruiting: "Our office in Plano, Texas, did a search for a client company in St. Louis that was looking for a senior vice president of operations. MRI found three candidates—one in Atlanta, one in Boston and one in Los Angeles. Because these offices didn't have any videoconferencing network, the client had to fly the three candidates to St. Louis and spend three separate days interviewing each of them to determine which candidate fit its needs," he explained. "Now with ConferView, instead of three days and thousands of dollars—not to mention the loss of management's time—the three interviews could be scheduled back-to-back and accomplished in an hour and a half." And, as a result of the savings in time and expense, the client would be able to consider a larger pool of candidates.

Fogelgren predicted that videoconferencing also will open up recruitment opportunities for small businesses in areas such as on-campus college recruiting. □



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# The New York Times

## Don't Touch That Dial: Why Should I Hire You?

*Marcia Vickers*. **New York Times**. (Late Edition (East Coast)). New York, N.Y.: Apr 13, 1997. pg. 3.11

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### Abstract (Document Summary)

THE day before Christmas Eve, Mark Dillard of Atlanta received a call from a New York executive search firm that was looking to fill a **management** consultant job. The firm's client, in Charlotte, N.C., wanted the interview conducted immediately, but because of the holidays, the **recruiter** could not go to Atlanta and Mr. Dillard did not have time to fly to New York.

As a result, Mr. Dillard went to a local **Kinko's** store that day, sat in front of a **video** camera and, watching the **recruiter** on a monitor, told her about his work experience. The total time: one and a half hours.

"I started doing this last fall because travel has gotten to be so dreadfully expensive and it's become too difficult to coordinate schedules for in-person interviews," said Jo Bennett, an executive search consultant at Battalia Winston International in New York. She estimates that using **video conferencing** instead of traveling saves her 8 to 10 hours a week. The Gartner Group, a market research firm in Stamford, Conn., says the procedure can reduce companies' travel costs for recruitment by 15 percent to 20 percent. BUT in a warning to job seekers, who may recall what television did to Richard M. Nixon's chances in the 1960 Presidential election, **recruiters** also say that **video** interviewing has its quirks and that candidates who may do well in person may fail on camera.

**Full Text** (1035 words)*Copyright New York Times Company Apr 13, 1997*

THE day before Christmas Eve, Mark Dillard of Atlanta received a call from a New York executive search firm that was looking to fill a management consultant job. The firm's client, in Charlotte, N.C., wanted the interview conducted immediately, but because of the holidays, the recruiter could not go to Atlanta and Mr. Dillard did not



have time to fly to New York.

As a result, Mr. Dillard went to a local Kinko's store that day, sat in front of a video camera and, watching the recruiter on a monitor, told her about his work experience. The total time: one and a half hours.

"I was a little nervous about going in front of the camera, but I calmed down pretty quickly after we got going and it went well," said Mr. Dillard, who later had an in-person interview and was eventually hired.

Screening job candidates through video conferencing is now done by companies ranging from I.B.M. and Hewlett-Packard to Burlington Industries and Nike. The reasons are simple: it saves time and money.

"I started doing this last fall because travel has gotten to be so dreadfully expensive and it's become too difficult to coordinate schedules for in-person interviews," said Jo Bennett, an executive search consultant at Battalia Winston International in New York. She estimates that using video conferencing instead of traveling saves her 8 to 10 hours a week. The Gartner Group, a market research firm in Stamford, Conn., says the procedure can reduce companies' travel costs for recruitment by 15 percent to 20 percent.

BUT in a warning to job seekers, who may recall what television did to Richard M. Nixon's chances in the 1960 Presidential election, recruiters also say that video interviewing has its quirks and that candidates who may do well in person may fail on camera.

"Video conferencing is the best way to screen out candidates who cannot operate under pressure," said Albert Lill, research director at the Gartner Group. "You've got these people who are sweating, trying hard to get it right. I have empathy for them, but either you have it or you don't. People who tend to wash out naturally in social environments tend to wash out under the glare."

Damir Joseph Stimac, a management consultant in Lawrence, Kan., said that during a recent video interview for one of his clients, a New York financial services firm, the candidate appeared tense. "He couldn't figure out how to operate the controls, and this was an interview for a highly technical data-base operations job," Mr. Stimac said. "He'd zoom in and out constantly. Sometimes we'd see his entire face, other times just his nose."

Mr. Stimac figured by then that the man would not be right for the job, but the candidate soon left no doubts. When asked if he knew Lotus 1-2-3, the spreadsheet computer program, the candidate replied: "I know Lotus 1 and 2, but I'm learning 3." It was not a joke. The interview soon ended.

In the last year, about half of the nation's 200 largest companies started using video conferencing to screen middle-management candidates, the Gartner Group says. The technique is also on the rise among executive recruiters.

"All of the big search firms are using it now," said Sheila McLean, president of the Association of Executive Search Consultants in New York. "It helps them service their clients better by quicker response time and cost savings."

Video conferencing has been used for at least a decade for company meetings, but its use in interviewing is relatively new. Since 1995, companies like Procter & Gamble, Citibank and Intel have had hookups with universities to interview students, usually through desktop systems -- personal computers with cameras mounted on top -- that cost \$2,000 to \$6,000 each. But for middle- and senior-management jobs, employers and executive search firms primarily use higher-quality systems set up in conference rooms; the equipment can cost \$20,000 to \$80,000 a room. Some companies set up their own sites, but others use conference rooms at the search firms or at outside sites like Kinko's.

Last year, manufacturers shipped 27,000 room systems, up from 22,000 in 1995, says Elliot Gold, publisher of Telespan, a newsletter that covers the video conferencing industry. Sales of the less expensive desktop systems are growing even faster, having tripled each year since 1992, to 295,000 in 1996, he said.

Despite this growth, video interviews do not change the need for eventual in-person meetings, employers and recruiters say. For one thing, they say, videos make it difficult to judge a candidate's body language and poise. "At some point there is no substitute for the face-to-face interview, but it's useful in the qualification stage," said Victor Agruso, a human resources director at Nike in Portland, Ore.

Conducting video interviews is not cheap. Tom Watkins, an executive recruiter with Lamalie Amrop International in Dallas, estimates that it costs his company \$300 an hour, including special long-distance phone charges and the cost of equipment use. The phone charges are generally two to four times those for a regular long-distance call. Kinko's charges \$150 an hour, per site, for a conference between two Kinko's locations.

RECRUITERS say that a candidate should prepare for a video interview a bit differently than for an in-person meeting. First, they suggest asking for a preliminary phone conversation with the interviewer, to establish rapport. They also recommend arriving early and getting used to the equipment: during an interview, the candidate can often adjust the volume, brightness and other camera functions with a remote control.

Other suggestions: Speak clearly but don't slow down. Sit straight. Look up, not down. And try to show some animation, but not too much because it will appear blurry to the interviewer.

There is often a lag between the video and audio transmission, so voices can seem out of sync. Candidates should get used to the timing, to avoid interrupting the interviewer.

"There are some real fine points regarding video-conferencing etiquette," Mr. Stimac said. "It can be trickier than a live interview."

**[Photograph]**

More companies are conducting job interviews via video conferences. Tom Watkins, an executive recruiter on screen from Dallas, interviews a job candidate in New York. (Fred R. Conrad/The [New York Times](#))

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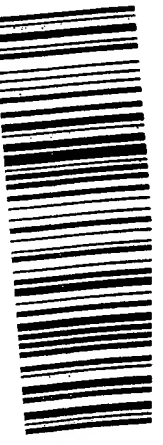
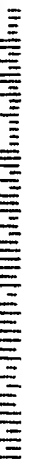
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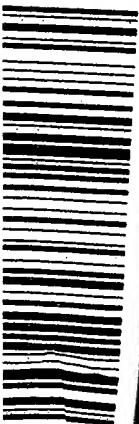
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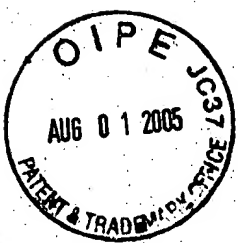
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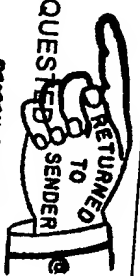
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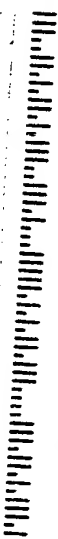


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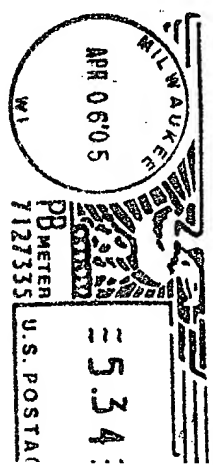
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